



JINDAL GLOBAL  
BUSINESS SCHOOL  
INDIA'S FIRST MULTI-DISCIPLINARY GLOBAL BUSINESS SCHOOL



O.P. Jindal Global University  
*A Private University Promoting Public Service*  
NAAC Accreditation - 'A' Grade

---

Jindal Global Business School  
*Course Manual*

---

Course Title	AI in Marketing
Core or Elective course	Elective
Program and Batch	BBA-3, BBA-BA-3, BBA-FB-3, BBA-FM-3
Semester & Academic Year	Fall 2026
Credits	3
Discipline/Area	Marketing
Provide details if this course is a Prerequisite for any course/specialization	NA
Name of the Faculty Member(s)	Amanish Lohan
Contact Details of the Faculty Member(s)	alohan@jgu.edu.in
Contact Details of Support Staff	JGBS EO
Faculty Member's Open Office Day/s & Time	TBD

### Introduction to the Course

Artificial Marketing has made deep inroads in all aspects of life today. Marketing is no different. With the rise of digital marketing and its tools, companies are being brought closer to the customer with the click of a button. A lot of these mechanisms are built on Artificial Intelligence, such as chatbots, search engine optimization, media recommendations and so on. The objective of this course is to explore the role of AI in marketing and to understand the mechanisms behind the day-to-day activities which we perform online as consumers or marketers.

### Course Learning Outcomes

In addition to the specific course related objectives, this course is designed to achieve the following learning goals.

CLO 1: to gather formative understanding of umbrella AI technology and its related technologies.

CLO 2: to build sensitivity towards diverse application areas of AI and related technologies in marketing.

CLO 3: to identify future marketing applications of AI while keeping in mind the challenges related to implementation of.

CLO 4: to appreciate ethical dilemmas arising due AI’s impact on privacy, surveillance, and consumerism.

CLO5: Work in teams as part of simulations and presentations.

### Program Competency Goals

BBA Programme Competency Goals (PCGs)		BBA Programme Learning Objectives (PLOs)	
		Students will be able to	
1	<b>Responsible Global Citizenship:</b> Ability to understand the interplay between local and global issues and to act with sensitivity towards ethical and social issues	1. Understand local business issues	
		2. Understand global business issues	
		3. Demonstrate sensitivity towards ethical issues	
		4. Demonstrate sensitivity towards social issues	
2	<b>Effective communication:</b> Ability to effectively exchange ideas and information	5. Present their ideas with clarity	
		6. Write in a coherent manner	
		7. Use technology for communication	
3	<b>Critical Thinking:</b> Ability to identify, analyze business problems and propose effective solutions	8. Identify main issues of business problems	
		9. Examine information from different sources	
		10. Draw inferences from analysis	
4	<b>Teamwork:</b> Ability to work and contribute effectively in group -settings	11. Understand the factors to work effectively in groups	
		12. Contribute effectively in groups	

### PLO-PCG Assessments Mapping Matrix

Program Learning Objectives (PLOs)	Program Competency Goals (PCGs)	Course Assessment Item
This course helps you to develop the following Program Learning Outcomes:	This course helps you to develop the following Program Competency Goals:	This learning outcome will be assessed in the following items
<b>PLO1, PLO2, PLO3, PLO 4, PLO8, PLO9, PLO10</b>	<b>PCG 1, PCG 3</b>	<b>A1, A2, A3, A4, A5</b>
<b>PLO11, PLO12</b>	<b>PCG2, PCG4</b>	<b>A1, A2, A3, A4, A5</b>

PLO5, PLO6, PLO7	PCG3, PCG4	A1, A2, A3, A4, A5
PLO1, PLO2, PLO7, PLO8, PLO9	PCG3, PCG4	A1, A2, A3, A4, A5
PLO7, PLO8, PLO9	PCG2, PCG4	A2

### Evaluation Schema

The course grade will be determined based on

Assessment Task	Weightage	Nature	Week of Assessment	PLOs to be Assessed
A1. Class Participation	10%	Individual	Continuous	NA
A2. Group Case Presentation	20%	Group	1-30	PLO1, PLO2, PLO3, PLO 4, PLO5, PLO6, PLO7, PLO8, PLO9, PLO10, PLO11, PLO12
A3. Mid Term Exam	20%	Individual	Mid Term Week	PLO1, PLO2, PLO3, PLO 4, PLO8, PLO9, PLO10
A4. Quiz	20%	Individual	A quiz on before mid-term exams	PLO1, PLO2, PLO3, PLO 4, PLO8, PLO9, PLO10
A5. End Term exam	30%	Individual	JGBS Examination Period	PLO1, PLO2, PLO3, PLO 4, PLO8, PLO9, PLO10

### Description of Assessments:

#### A1. Class Participation:

**CP can be gained through in the form of constructive participation in the class.**

Participation and submission of a write-up about the Guest Lecture session would have a significant weightage.

#### A2. Group Case presentation:

The main purpose of this assignment is to develop understanding of concepts, the ability to apply theory and logic, undertake research and analysis, and communicate effectively. Marking criteria is reflected in the mark sheet provided below.

Three to Six students will be allotted with a case. Here the task is to identify the problem in the case and also to bring the Case Study up to date by identifying all new and current issues

(as of December 2023) regarding the case study. You will relate your understanding to the

relevant theory covered in the chapter. (Each student must read and work on the complete case).

A suggested structure would include the following sections:

1. Introduction, a brief background on the case, identification of key issues, and current situation
2. Application of relevant theory to the case, present theoretical framework
3. Recommendations for future action, Answers to the case questions, Conclusion

This assessment is measured during in class presentation of the case. Be prepared for a short Q&A session.

**A3: Mid Term Exam:** The mid-term examination is an individual assessment task that aims to evaluate your understanding of the basic issues concerning AI in marketing covered in the course. This will be a pen and paper invigilated exam held on the JGU campus.

**A4: Quizzes:** This will test the knowledge of the student for topics taught in first 3 weeks of the course.

**A5: End Term Exam:** The end term examination is an individual assessment task that aims to evaluate your understanding of the basic issues concerning AI in Marketing covered in the course. This will be a pen and paper invigilated exam held on the JGU campus.

**Assessment Rubric for the Group Case presentation:**

	<b>Not Attempted 0</b>	<b>Fail 0-49</b>	<b>Pass 50-64</b>	<b>Credit 65-74</b>	<b>Distinction 75-84</b>	<b>High Distinction 85-100</b>
<b>Analysis</b> Relevantly applying research theories to topic (30%)	Not attempted.	Minimal application of research theories to topic.	Some application of research theories to topic, little or no detail/ explanation.	Frequent application of research theories to topic showing some detail/ explanation.	Consistent application of research theories to topic with detail and showing some insight.	Consistent and highly insightful application of research theories to topic. Plentiful detail/ clearly explained.
<b>Logical flow</b> Organisation of ideas; Ability to sustain audience interest (30%)	Not attempted.	Organisation of ideas not clear. The presentation does not develop audience interest due to	Organisation of ideas is sometimes unclear. Presentation displays basic use of techniques (examples /	Organisation of ideas generally clear. Presentation displays general use of techniques (examples /	Organisation of ideas clear. Presentation uses a variety of techniques (examples / headings / visuals etc.) that are used	Organisation of ideas extremely clear. Presentation solidly uses varied and innovative engagement
	<b>Not Attempted</b>	<b>Fail 0-49</b>	<b>Pass 50-64</b>	<b>Credit 65-74</b>	<b>Distinction 75-84</b>	<b>High Distinction</b>

	0					85-100
		poor engagement techniques.	headings / visuals etc.) to develop audience interest.	headings / visuals etc.) to develop audience interest.	well to sustain audience interest.	techniques (examples / headings / visuals etc.) to sustain audience interest throughout.
<b>Quality of class discussion</b> Interaction with audience (20%)	Not attempted.	The audience invited to ask questions, but the presentation group does not develop class discussion beyond a mere summary of analysis.	Basic questions asked to forward discussion and/or basic answers given to audience questions.	Interesting questions posed (incl. questions regarding theory in light of findings / analysis) to audience and/or helpful answers given to audience questions.	Discussion questions (incl. questions regarding theory in light of findings / analysis) and/or answers create some spontaneous and solid discussion.	Stimulating and sustained class discussion resulted from thoughtful questions (incl. questions regarding theory in light of findings / analysis), and strong group answers and comments to audience contributions.
<b>Attention to Detail (20%)</b> <ul style="list-style-type: none"> <li>• Group cohesion/ synergy (5%)</li> <li>• Clarity of speech / eye contact / pacing &amp; enthusiasm (5%)</li> <li>• Visual tools (e.g., PowerPoint slides) (5%)</li> <li>• Dress standard (5%)</li> </ul>	Not attempted.	The problems in one or more of the areas listed prevented audience understanding. Group details and/or references were absent from visuals.	The problems in one or more of the areas listed reduced audience understanding.	Group performance in the areas listed mostly assisted audience understanding.	Group performance in all areas listed considerably assisted audience understanding.	Group performance in all areas listed was of a high quality and greatly assisted audience understanding.

## Teaching Method

The course will have a judicious mix of lectures and cases. Here the onus of learning will be with the student and the instructor will be a facilitator. Instead of learning ‘what to do,’ the cases will also be used as examples of real-world phenomenon where a particular issue or set

of issues arises and good and bad practices are seen. The key to learning this way is to see many examples and many situations and learning inductively from the different experiences of student managers.

**Textbook:** The AI Marketing Canvas, Raj Venkatesan and Jim Lecinski

**Other readings:**

1. How to Design an AI Marketing Strategy (Source: HBR Blog Post)
2. AI-powered marketing and sales reach new heights with generative AI (Source: McKinsey)
3. How artificial intelligence will change the future of marketing (Journal of the Academy of Marketing Science)

**Guest Lectures**

S. No.	Faculty member(s)	Guest Speakers [Name, designation, and company]	Week # (Tentative)
1.	Prof. Amanish Lohan	TBD	Week 7
2.	Prof. Amanish Lohan	TBD	Week 11

**Session Plan**

Session Details	Topics	CLOs Covered
<b>Session 1-2</b>	Introduction to AI	<b>CLO1 to CLO4</b>
Objective of the session	In these sessions, students will be introduced to the concept of Artificial Intelligence and what it means. This session would be a good starting point to dissolve any myths about AI and provide a lucid understanding of the basics	
Subtopics to be covered	History of AI, Primer to AI	
Readings	Chapter 1 Textbook	
Case Title & Number		

Pedagogy	Scenarios, case studies and class activities	
<b>Session 3-4</b>	History of AI	<b>CLO1 to CLO4</b>
Objective of the session	To understand the functioning of any technology, it is important to understand its roots and the reason for its rise. AI is an old field with significant development across the years. Students need to understand what was the need for AI in the first place and how far have we come as a discipline.	
Subtopics to be covered	Roots of AI, Development in the field	
Readings	<a href="https://sitn.hms.harvard.edu/flash/2017/history-artificial-intelligence/">https://sitn.hms.harvard.edu/flash/2017/history-artificial-intelligence/</a>	
Case Title & Number		
Pedagogy	Scenarios, case studies and class activities	
<b>Session 5-6</b>	AI and Related Systems 1	<b>CLO1 to CLO4</b>
Objective of the session	Often AI as a term is interchangeably used with similar fields like Machine Learning, Deep Learning, Neural Networks, Data Mining, Data Science etc. However, these are all separate disciplines and for anyone to understand the role of AI in marketing, you first need to distinguish AI from its related fields.	
Subtopics to be covered	Difference in AI technologies, Definitions Learning, Deep Learning, Neural Networks etc	
Readings	Chapter 2	
Case Title & Number		
Pedagogy	Scenarios, case studies and class activities	
<b>Session 7-8</b>	AI and Related Systems II	<b>CLO1 to CLO4</b>
Objective of the session	This will be a continuation of the previous session where we will discuss the related fields to AI. We will also talk about a few examples to clarify this concept even further	
Subtopics to be covered	Introduction to Neural Networks, Data Mining and their applications	
Readings	Chapter 2 Textbook	
Case Title & Number		
Pedagogy	Scenarios, case studies and class activities	
<b>Session 9-10</b>	Segmentation, Targeting and Positioning	<b>CLO1 to CLO4</b>
Objective of the session	STP is one of the core principles of marketing and rarely any strategy related to marketing is developed without taking into consideration this. In the new era of marketing, this operation is being led by AI systems	

	which are trained to perform such activities better than humans. In this session, we will look at how AI is being implemented for more efficient STP.	
Subtopics to be covered	Revision of STP for marketers, introduction to some examples using STP in Marketing	
Readings	<a href="https://www.smartinsights.com/digital-marketing-strategy/customer-segmentation-targeting/segmentation-targeting-and-positioning/">https://www.smartinsights.com/digital-marketing-strategy/customer-segmentation-targeting/segmentation-targeting-and-positioning/</a>  <a href="https://www.zs.com/insights/ai-driven-customer-segmentation">https://www.zs.com/insights/ai-driven-customer-segmentation</a>	
Case Title & Number		
Pedagogy	Scenarios, case studies and class activities	
<b>Session 11-12</b>	<b>Experiential learning 1 &amp; 2</b>	<b>CLO1 to CLO5</b>
Objective of the session	Application use cases of AI in marketing	
Subtopics to be covered	Mapping to subtopics of marketing functions like STP, PLC, Distribution	
Readings		
Case Title & Number		
Pedagogy	Creative class activity involving student participation	
<b>Session 13</b>	Guest lecture 1	<b>CLO1 to CLO5</b>
Objective of the session	Application of AI in the industry	
Subtopics to be covered	N/A	
Readings		
Case Title & Number		
Pedagogy	Lecture seminar and presentation	
<b>Session 14</b>	AI-driven chatbots – How they work	<b>CLO1 to CLO4</b>
Objective of the session	In this session, we will look into the functioning of AI chatbots of websites and how they are enhancing the overall consumer experience with minimal human intervention	
Subtopics to be covered	Role of chatbots in marketing	
Readings	<a href="https://www.drift.com/learn/chatbot/ai-chatbots/">https://www.drift.com/learn/chatbot/ai-chatbots/</a>	
Case Title & Number		
Pedagogy	Scenarios, case studies and class activities	
<b>Session 15</b>	Search Engine Optimization – The Role of AI	

Objective of the session	Search Engine Optimization is the essence to every successful website on the internet today. In this session, we will	<b>CLO1</b> <b>CLO4</b>	<b>to</b>
	look at the backend functioning of this and how AI plays a		
Subtopics to be covered	vital role in displaying search results Role of SEO in digital marketing, Advertising – paid and unpaid marketing		
Readings	<a href="https://www.brightedge.com/glossary/how-has-ai-changed-search-marketing#:~:text=Artificial%20intelligence%20(AI)%20has%20permanently,increasingly%20know%20what%20users%20want.">https://www.brightedge.com/glossary/how-has-ai-changed-search-marketing#:~:text=Artificial%20intelligence%20(AI)%20has%20permanently,increasingly%20know%20what%20users%20want.</a>		
Case Title & Number			
Pedagogy	Scenarios, case studies and class activities		
<b>Session 16</b>	Using AI to Solve the Marketing Problem		
Objective of the session	Facebook is the cornerstone of advertising and with the acquisition of Instagram and Whatsapp, it is the ultimate brand. We will look at how they leverage AI systems to distribute ads to the right consumer.	<b>CLO1</b> <b>CLO4</b>	<b>to</b>
Subtopics to be covered	The customer journey, marketing mix modelling, customer lifetime value		
Readings			
Case Title & Number			
Pedagogy	Scenarios, case studies and class activities		
<b>Session 17-18</b>	AI-based recommendations – Netflix and related platforms		
Objective of the session	We have heard how AI provides media recommendations based on our previous watch history. But how does it actually work? We will find out in this session.	<b>CLO1</b> <b>CLO4</b>	<b>to</b>
Subtopics to be covered	Understanding of algorithms, machine learning model basics		
Readings			
Case Title & Number			
Pedagogy	Scenarios, case studies and class activities		
<b>Session 19-20</b>	Using AI to get Attention and Persuasion		
Objective of the session	To understand how AI-related technologies can be used to gather consumer attention and provide a streamlined approach to marketing objectives for both companies and individuals	<b>CLO1</b> <b>CLO4</b>	<b>to</b>

Subtopics to be covered	Consumer attention and perception. Includes learning and memory	
Readings		
Case Title & Number		
Pedagogy	Scenarios, case studies and class activities	
<b>Session 21</b>	Guest lecture 2	
Objective of the session	Industry application if AI	<b>CLO1 to</b>
Subtopics to be covered	N/A	<b>CLO5</b>
Readings		
Case Title & Number		
Pedagogy	Lecture and presentation	
<b>Session 22</b>	Your role in implementing AI	
Objective of the session	In this session, we will speak about the champions of AI who would carry on the activities related to AI in any organization. This is very important for any organization to decide whether they want to build an AI system in house or source it from outside.	<b>CLO1 to</b>
Subtopics to be covered	Role of champions in organization, AI to leverage humans, your role as manager	<b>CLO4</b>
Readings		
Case Title & Number		
Pedagogy	Scenarios, case studies and class activities	
<b>Session 23-24</b>	<b>Experiential Learning 3 &amp; 4</b>	
Objective of the session	Application use cases of AI in marketing	<b>CLO1 to</b>
Subtopics to be covered	Mapping to subtopics of marketing functions like IMC, online reputation management	<b>CLO5</b>
Readings		
Case Title & Number		
Pedagogy		
<b>Session 25-26</b>	What tomorrow may bring	
Objective of the session	Summarising the findings of AI in marketing and how applications can further evolve with time.	<b>CLO1 to</b>
Subtopics to be covered		<b>CLO4</b>
Readings		
Case Title & Number		
Pedagogy	Scenarios, case studies and class activities	
<b>Session 27-28</b>	Capstone project group presentations #1	

Objective of the session	Students to demonstrate their understanding by aligning theoretical concepts to real life applications	<b>CLO1 to CLO5</b>
Subtopics to be covered		
Readings		
Case Title & Number		
Pedagogy	Student Presentation	
<b>Session 29-30</b>	Capstone project group presentations #2	
Objective of the session	Students to demonstrate their understanding by aligning theoretical concepts to real life applications	<b>CLO1 to CLO4</b>
Subtopics to be covered		
Readings		
Case Title & Number		
Pedagogy	Student Presentation	

### Disability Support

JGU endeavours to make all its courses accessible to students. The Disability Support Committee (DSC) has identified conditions that could hinder a student's overall wellbeing. These include physical and mobility-related difficulties, visual impairment, hearing impairment, mental health conditions, and intellectual/learning difficulties, e.g., dyslexia and dyscalculia. Students with any known disability needing academic and other support are required to register with the Disability Support Committee (DSC) by following the procedure specified at <https://jgu.edu.in/disability-support-committee/>.

Students who need support may register any time during the semester up until a month before the end semester exam begins. Those students who wish to continue receiving support from the previous semester, must re-register within the first month of a semester. Last-minute registrations and support might not be possible as sufficient time is required to make the arrangements for support.

The DSC maintains strict confidentiality about the identity of the student and the nature of their disability and the same is requested from faculty members and staff as well. The DSC takes a strong stance against in-class and out-of-class references made about a student's disability without their consent and disrespectful comments referring to a student's disability.

All general queries are to be addressed to [disabilitysupportcommittee@jgu.edu.in](mailto:disabilitysupportcommittee@jgu.edu.in)

***Disclaimer: This course outline including assessments, mode, nature and weightage of assessments, sessions, sequence of sessions and/or readings may be revised during the semester if such need arises.***